

LAMPIRAN

Lampiran 1

KUESIONER

Kepada responden yang terhormat, saya mohon kesediaannya untuk memberikan tanggapan mengenai pernyataan-pernyataan di bawah ini. Tujuan kuesioner ini untuk mengetahui pengaruh jenis kelamin dan perbedaan usia terhadap *product involvement*, *purchase decision involvement*, *consumption involvement*, dan *advertising involvement* dalam industri *fashion* di Surabaya

Atas kesediaannya untuk memberikan tanggapan saya ucapkan banyak terima kasih.

Hormat saya,

Astrid

Lingkari jawaban yang saudara pilih.

1. Jenis kelamin

a. Laki-laki

b. Perempuan

2. Status

a. Menikah

b. Belum menikah

3. Usia

a. 18-24 tahun

b. 25-34 tahun

c. 35-44 tahun

d. 45 tahun ke atas

4. Pekerjaan

a. Pelajar / Mahasiswa

b. Wiraswasta

- c. Pegawai negeri d. Pegawai swasta
- e. Lain-lain.....
5. Apakah anda pernah melakukan pembelian produk fashion ?
- a. Pernah b. Tidak pernah
6. Frekuensi melakukan pembelian dalam satu bulan :
- a. Tidak melakukan pembelian b. 1 - 3 kali
- c. 4 - 6 kali c. 7 - 9 kali
7. Jenis produk fashion apakah yang sering anda beli ?
- a. Baju
- b. Sandal / sepatu
- c. Aksesoris (gelang, kalung, cincin, dll)
- d. Lainnya, _____

Berilah tanda silang (X) pada lembar jawaban berikutnya yang anda anggap paling sesuai. Skor nilai yang telah ditetapkan, yaitu:

Sangat Tidak Setuju = 1 Tidak Setuju = 2 Sangat Setuju = 5

Ragu-ragu = 3 Setuju = 4

Product Involvement (Y₁)

No	Pernyataan	1	2	3	4	5
		STS	TS	N	S	SS
1	Fashion sangat berarti bagi saya					
2	Fashion merupakan bagian yang tidak dapat dipisahkan dari hidup saya					
3	Saya mempunyai komitmen terhadap fashion yang sangat sulit diubah					
4	Saya menyadari bahwa fashion merupakan hal penting dalam hidup saya					

5	Saya sering memikirkan tentang fashion					
6	Bagi saya secara personal, fashion merupakan produk yang penting					
7	Saya sangat tertarik pada produk fashion					
8	Fashion sangat penting bagi saya					
9	Fashion merupakan bagian yang penting bagi hidup saya					
10	Saya mengatakan bahwa fashion merupakan pusat kepribadian saya sebagai seorang individu					
11	Saya sering disibukkan dengan fashion					
12	Saya benar-benar dapat diidentikkan dengan fashion					
13	Saya sangat terikat dengan fashion					
14	Fashion merupakan produk yang paling relevan bagi saya					
15	Saya menaruh perhatian yang besar terhadap fashion					

Purchase Decision Involvement (Y₂)

No	Pernyataan	1	2	3	4	5
		STS	TS	N	S	SS
1	Membuat keputusan pembelian untuk fashion adalah hal yang sangat penting bagi saya					
2	Saya banyak berpikir mengenai pilihan-pilihan pada saat menentukan fashion					
3	Saya memberikan nilai yang tinggi pada diri saya pada saat saya membuat keputusan yang benar mengenai fashion					
4	Keputusan pembelian untuk fashion sangat penting bagi saya					
5	Bagi saya, membuat keputusan pembelian untuk fashion memerlukan banyak pemikiran					
6	Saya menganggap bahwa pembelian fashion merupakan hal yang sangat penting					
7	Saya suka terlibat dalam pembuatan keputusan mengenai fashion					
8	Pembelian akan fashion merupakan hal yang penting bagi saya					
9	Pembelian fashion merupakan hal yang tidak dapat dipisahkan dari hidup saya					

Consumption Involvement (Y₃)

No	Pernyataan	1	2	3	4	5
		STS	TS	N	S	SS
1	Pada saat saya memakai fashion saya merasa lengkap					
2	Saya merasakan kepuasan pribadi pada saat memakai fashion					
3	Menggunakan fashion merupakan salah satu hal yang paling memuaskan dan membuat saya menikmatinya					
4	Saya suka memikirkan mengenai menggunakan fashion					
5	Saya sering disibukkan dengan membeli produk fashion					
6	Menggunakan produk fashion sangat penting bagi saya					
7	Menggunakan produk fashion sangat berarti bagi saya					
8	Menggunakan produk fashion merupakan hal yang tidak dapat dipisahkan dari hidup saya					

Advertising Involvement (Y₄)

No	Pernyataan	1	2	3	4	5
		STS	TS	N	S	SS
1	Iklan mengenai fashion tidak menjadi perhatian saya					
2	Saya memberi perhatian lebih pada iklan fashion					
3	Iklan mengenai fashion merupakan hal yang relevan bagi saya					
4	Iklan mengenai fashion merupakan hal yang penting bagi saya					
5	Iklan mengenai fashion menarik perhatian saya					
6	Saya hanya sedikit memperhatikan iklan mengenai fashion					

Lampiran 2

Tanggapan Responden terhadap Variabel Y1,Y2,Y3,dan Y4
Untuk uji Validitas dan Reliabilitas

Product Involvement (Y1)																		
Resp	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total	Mean	
1	2	2	4	4	4	4	3	2	3	3	5	3	5	5	5	55	3.667	
2	2	2	3	3	4	4	3	2	3	3	4	4	3	4	3	49	3.267	
3	2	2	2	4	3	4	4	2	4	4	3	3	4	3	3	48	3.200	
4	2	2	2	3	3	3	3	3	3	2	5	5	3	3	3	46	3.067	
5	3	3	3	4	4	4	3	3	3	4	4	5	5	5	4	59	3.933	
6	5	5	5	4	5	4	3	5	4	5	3	4	3	4	3	60	4.000	
7	2	2	2	4	3	3	4	2	2	2	3	3	2	3	3	41	2.733	
8	3	3	3	3	3	4	3	3	2	3	3	4	4	3	3	47	3.133	
9	3	3	3	3	3	3	4	3	3	3	3	4	4	4	3	49	3.267	
10	3	3	3	3	3	3	3	3	4	3	5	5	4	5	4	56	3.733	
11	2	3	3	4	3	3	3	2	2	3	4	4	4	3	4	3	47	3.133
12	3	4	4	4	2	4	3	3	2	3	3	3	3	3	4	4	48	3.200
13	5	5	5	5	5	5	5	5	5	4	3	5	3	3	5	3	66	4.400
14	4	4	4	4	3	3	2	2	4	2	3	3	4	3	3	3	47	3.133
15	3	3	3	4	3	4	5	2	2	4	5	5	5	5	5	4	59	3.933
16	4	4	4	4	4	3	3	3	2	3	3	3	3	3	3	5	50	3.333
17	4	4	4	4	4	4	5	3	3	4	5	3	4	5	4	4	60	4.000
18	3	3	3	4	3	4	3	4	4	4	5	5	5	4	3	5	59	3.933
19	4	4	3	3	4	3	4	2	4	4	5	4	5	4	4	5	58	3.867
20	3	2	3	2	3	4	3	2	4	4	3	3	3	3	4	3	47	3.133
21	3	3	3	4	3	4	4	4	3	4	4	3	5	4	4	5	57	3.800
22	4	4	3	4	4	4	4	3	4	4	5	5	4	4	4	4	60	4.000
23	2	2	4	4	3	4	3	3	3	4	4	3	3	4	4	4	52	3.467
24	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	5	57	3.800
25	3	3	3	4	3	2	3	4	4	3	3	4	5	4	3	5	53	3.533
26	4	4	4	3	2	4	3	3	4	4	3	3	4	4	4	4	53	3.533
27	4	4	3	3	4	3	3	4	2	2	3	3	4	4	3	3	48	3.200
28	3	3	4	4	4	4	4	3	2	4	4	5	3	4	4	3	55	3.667
29	2	2	3	3	3	3	2	3	2	4	5	4	5	5	4	5	53	3.533
30	4	4	4	4	3	3	4	3	4	3	5	5	4	4	3	5	58	3.867
Mean	3.167	3.267	3.667	3.467	3.500	3.367	3.100	3.167	3.400	3.833	3.867	3.933	3.867	3.667	3.967	3.549		

Purchase Decision Involvement (Y2)											
Resp	1	2	3	4	5	6	7	8	9	Total	Mean
1	2	2	4	4	4	3	2	3	3	27	3.000
2	2	3	4	4	4	3	2	3	3	28	3.111
3	2	2	4	4	4	2	2	4	4	28	3.111
4	2	4	4	3	3	3	3	3	2	27	3.000
5	3	3	4	4	4	3	3	3	4	31	3.444
6	5	5	4	4	4	3	5	3	5	38	4.222
7	2	2	4	3	3	2	2	2	2	22	2.444
8	3	3	3	3	4	3	3	3	3	28	3.111
9	3	3	3	3	3	4	3	3	3	28	3.111
10	3	3	3	3	3	3	3	3	3	27	3.000
11	2	4	4	3	3	4	2	2	3	27	3.000
12	3	4	4	4	4	3	3	2	3	30	3.333
13	5	5	5	5	5	5	5	5	4	44	4.889
14	4	4	4	3	3	4	2	4	2	30	3.333
15	3	2	4	3	4	5	2	2	4	29	3.222
16	4	4	4	4	3	3	3	3	3	31	3.444
17	4	4	4	4	4	3	3	3	4	33	3.667
18	3	3	4	3	4	4	4	4	4	33	3.667
19	4	3	3	4	3	3	2	4	4	30	3.333
20	3	2	3	4	3	4	4	4	3	30	3.333
21	3	3	4	3	4	4	4	3	4	32	3.556
22	4	3	4	4	4	2	4	4	4	33	3.667
23	2	4	3	4	3	3	3	4	4	30	3.333
24	4	4	4	4	3	4	4	3	4	34	3.778
25	3	3	4	3	2	3	4	4	3	29	3.222
26	4	4	3	2	4	3	3	4	4	31	3.444
27	4	3	3	4	3	3	4	2	2	28	3.111
28	3	4	4	4	4	4	3	2	4	32	3.556
29	2	3	3	3	3	2	3	2	4	25	2.778
30	4	4	4	3	3	4	3	4	3	32	3.556
Mean	3.167	3.333	3.733	3.533	3.500	3.300	3.100	3.167	3.400	3.359	

Consumption Involvement (Y3)											
Resp	1	2	3	4	5	6	7	8	Total	Mean	
1	4	3	4	4	4	3	3	4	29	3.625	
2	3	4	4	4	3	4	4	4	30	3.750	
3	4	4	4	4	5	4	4	3	32	4.000	
4	4	4	4	4	5	3	4	4	2	30	3.750
5	4	4	4	4	4	4	4	4	4	32	4.000
6	4	4	4	5	5	4	4	5	4	35	4.375
7	4	4	4	4	4	4	3	4	4	31	3.875
8	4	4	4	4	5	4	4	4	3	32	4.000
9	4	4	4	2	4	4	4	4	4	30	3.750
10	4	4	2	4	2	3	4	4	3	26	3.250
11	4	4	4	5	4	3	4	4	4	32	4.000
12	4	4	4	4	4	3	3	3	2	27	3.375
13	4	4	3	2	3	4	3	3	4	26	3.250
14	4	4	2	4	2	4	3	3	4	26	3.250
15	5	4	4	4	4	4	5	5	5	36	4.500
16	4	4	3	4	4	4	3	3	4	29	3.625
17	5	5	3	5	4	5	4	4	4	34	4.250
18	5	5	3	5	3	5	4	4	5	34	4.250
19	4	4	4	4	4	4	4	3	4	31	3.875
20	3	2	4	4	4	3	4	3	4	27	3.375
21	4	4	2	3	4	3	3	3	4	26	3.250
22	2	4	4	4	4	3	4	3	4	28	3.500
23	2	4	4	4	3	3	4	2	4	26	3.250
24	5	4	4	4	4	4	5	4	4	34	4.250
25	3	3	3	3	4	4	4	3	2	26	3.250
26	4	4	4	4	2	4	4	4	4	30	3.750
27	3	4	4	4	2	4	4	3	3	27	3.375
28	4	4	4	3	4	4	4	4	4	31	3.875
29	4	4	3	3	4	4	4	4	4	30	3.750
30	4	4	3	4	2	4	4	4	4	29	3.625
Mean	3.867	3.467	3.867	3.667	3.800	3.833	3.600	3.767	3.733		

Advertising Involvement (Y4)									
Resp	1	2	3	4	5	6	Total	Mean	
1	1	4	4	4	4	3	20	3.333	
2	3	4	4	4	3	1	19	3.167	
3	2	4	4	4	4	1	19	3.167	
4	2	5	5	5	4	2	23	3.833	
5	3	4	4	4	5	2	22	3.667	
6	1	4	5	4	5	1	20	3.333	
7	3	4	5	4	5	3	24	4.000	
8	2	5	5	4	5	2	23	3.833	
9	2	4	4	5	4	2	21	3.500	
10	3	5	5	4	5	2	24	4.000	
11	1	5	5	4	5	1	21	3.500	
12	2	4	4	4	4	3	21	3.500	
13	2	4	4	5	5	3	23	3.833	
14	2	4	4	4	4	3	21	3.500	
15	2	4	4	4	4	2	20	3.333	
16	1	2	3	2	4	3	15	2.500	
17	2	3	4	3	3	1	16	2.667	
18	2	4	4	4	4	1	19	3.167	
19	1	3	3	3	3	2	15	2.500	
20	3	4	4	5	4	1	21	3.500	
21	1	4	4	4	4	3	20	3.333	
22	2	2	4	4	2	1	15	2.500	
23	2	3	3	3	3	2	16	2.667	
24	2	3	4	4	3	2	18	3.000	
25	3	3	4	3	3	1	17	2.833	
26	1	4	4	5	3	1	18	3.000	
27	3	5	3	5	5	2	23	3.833	
28	2	3	3	3	2	1	14	2.333	
29	1	4	4	4	4	1	18	3.000	
30	1	4	4	4	4	2	19	3.167	
Mean	1.933	3.833	4.033	3.967	3.900	1.833	3.250		

Lampiran 3

Hasil Validitas dan Reliabilitas *Product Involvement*

Correlations		Product Involvement (Y1)
Pearson Correlation	Y1.1	,5591
	Y1.2	,4966
	Y1.3	,4387
	Y1.4	,4538
	Y1.5	,4674
	Y1.6	,4443
	Y1.7	,4657
	Y1.8	,4483
	Y1.9	,7350
	Y1.10	,4179
	Y1.11	,4695
	Y1.12	,4056
	Y1.13	,5531
	Y1.14	,5158
	Y1.15	,4492
	Product Involvement (Y1)	1
Sig. (2-tailed)	Y1.1	,0013
	Y1.2	,0052
	Y1.3	,0153
	Y1.4	,0118
	Y1.5	,0092
	Y1.6	,0139
	Y1.7	,0095
	Y1.8	,0130
	Y1.9	3,734E-006
	Y1.10	,0215
	Y1.11	,0089
	Y1.12	,0261
	Y1.13	,0015
	Y1.14	,0035
	Y1.15	,0128
N	Y1.1	30
	Y1.2	30
	Y1.3	30
	Y1.4	30
	Y1.5	30
	Y1.6	30
	Y1.7	30
	Y1.8	30
	Y1.9	30
	Y1.10	30
	Y1.11	30
	Y1.12	30
	Y1.13	30
	Y1.14	30
	Y1.15	30
	Product Involvement (Y1)	30

Reliability Statistics

Cronbach's Alpha	N of Items
,7646	15

ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Between People		65,024	29	2,242	5,160	,000
Within People	Between Items	38,124	14	2,723		
	Residual	214,276	406	,528		
	Total	252,400	420	,601		
Total		317,424	449	,707		

Grand Mean = 3,55

Hasil Validitas dan Reliabilitas *Purchase Decision Involvement*

Correlations

		Purchase Decision Involvement (Y2)
Pearson Correlation	Y2.1	,7639
	Y2.2	,6404
	Y2.3	,4781
	Y2.4	,4975
	Y2.5	,5274
	Y2.6	,4767
	Y2.7	,6952
	Y2.8	,5155
	Y2.9	,5735
	Purchase Decision Involvement (Y2)	1
Sig. (2-tailed)	Y2.1	9,042E-007
	Y2.2	,0001
	Y2.3	,0075
	Y2.4	,0051
	Y2.5	,0027
	Y2.6	,0077
	Y2.7	2,010E-005
	Y2.8	,0036
	Y2.9	,0009
N	Y2.1	30
	Y2.2	30
	Y2.3	30
	Y2.4	30
	Y2.5	30
	Y2.6	30
	Y2.7	30
	Y2.8	30
	Y2.9	30
	Purchase Decision Involvement (Y2)	30

Reliability Statistics

Cronbach's Alpha	N of Items
,7510	9

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Between People		51,485	29	1,775		
Within People	Between Items	10,119	8	1,265	2,861	,005
	Residual	102,548	232	,442		
	Total	112,667	240	,469		
Total		164,152	269	,610		

Grand Mean = 3,36

Hasil Validitas dan Reliabilitas *Consumption Involvement*

Correlations

		Consumption Involvement (Y3)
Pearson Correlation	Y3.1	,6254
	Y3.2	,4891
	Y3.3	,4670
	Y3.4	,4476
	Y3.5	,5294
	Y3.6	,5525
	Y3.7	,7445
	Y3.8	,4462
	Consumption Involvement (Y3)	1
Sig. (2-tailed)	Y3.1	,0002
	Y3.2	,0061
	Y3.3	,0093
	Y3.4	,0131
	Y3.5	,0026
	Y3.6	,0015
	Y3.7	2,395E-006
	Y3.8	,0135
N	Y3.1	30
	Y3.2	30
	Y3.3	30
	Y3.4	30
	Y3.5	30
	Y3.6	30
	Y3.7	30
	Y3.8	30
	Consumption Involvement (Y3)	30

Reliability Statistics

Cronbach's Alpha	N of Items
,6253	8



ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Between People		32,183	29	1,110		
Within People	Between Items	4,333	7	,619	1,489	,173
	Residual	84,417	203	,416		
	Total	88,750	210	,423		
Total		120,933	239	,506		

Grand Mean = 3,73

Hasil Validitas dan Reliabilitas *Advertising Involvement*

Correlations

		Advertising Involvement (Y4)
Pearson Correlation	Y4.1	,3747
	Y4.2	,8449
	Y4.3	,6368
	Y4.4	,6793
	Y4.5	,8376
	Y4.6	,3730
	Advertising Involvement (Y4)	1
Sig. (2-tailed)	Y4.1	,0414
	Y4.2	4,295E-009
	Y4.3	,0002
	Y4.4	3,665E-005
	Y4.5	7,827E-009
	Y4.6	,0424
N	Y4.1	30
	Y4.2	30
	Y4.3	30
	Y4.4	30
	Y4.5	30
	Y4.6	30
	Advertising Involvement (Y4)	30

Reliability Statistics

Cronbach's Alpha	N of Items
,6905	6

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Between People		39,583	29	1,365		
Within People	Between Items	168,917	5	33,783	79,977	,000
	Residual	61,250	145	,422		
	Total	230,167	150	1,534		
Total		269,750	179	1,507		

Grand Mean = 3,25

Lampiran 4

Tanggapan Responden Terhadap Variabel Y1, Y2, Y3, dan Y4

Product Involvement (Y1)																	
Resp	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total	Mean
1	5	4	4	4	4	3	4	5	4	4	5	4	4	3	3	61	4.067
2	4	3	4	4	4	3	3	3	3	5	5	4	3	3	4	55	3.667
3	3	4	3	4	4	4	3	3	3	5	5	4	4	4	5	58	3.867
4	5	5	4	5	3	5	5	5	5	3	5	3	5	5	5	68	4.533
5	3	4	3	4	4	3	4	3	4	5	5	4	3	3	5	57	3.800
6	5	4	3	4	4	4	4	3	3	4	3	3	5	3	4	56	3.733
7	5	5	5	5	4	4	4	3	3	5	5	5	4	4	5	65	4.333
8	4	4	5	3	3	4	3	3	3	4	3	3	3	3	3	51	3.400
9	5	5	3	4	4	3	4	3	3	3	3	3	5	3	3	54	3.600
10	4	4	4	5	4	3	3	3	3	4	3	4	3	3	3	53	3.533
11	3	4	3	5	3	3	3	3	4	5	5	5	5	4	3	58	3.867
12	5	4	5	4	3	3	4	3	3	3	4	4	3	5	3	56	3.733
13	4	5	5	4	5	5	5	5	5	5	4	5	5	5	3	70	4.667
14	4	4	5	4	4	3	3	4	5	4	4	4	3	5	3	59	3.933
15	3	3	3	3	3	3	3	3	4	3	3	3	5	5	5	52	3.467
16	5	5	3	5	5	5	5	5	5	5	3	4	4	5	3	67	4.467
17	4	4	3	4	4	4	4	3	4	3	3	4	3	4	3	54	3.600
18	3	3	5	5	4	5	3	3	4	4	3	4	5	3	3	57	3.800
19	4	3	5	3	3	5	5	3	4	5	4	3	3	3	5	58	3.867
20	4	3	4	4	5	4	4	3	4	4	3	4	5	3	3	57	3.800
21	3	4	3	3	4	5	3	3	5	3	3	3	3	4	3	52	3.467
22	3	3	4	5	5	5	4	3	5	5	3	3	5	3	4	60	4.000
23	3	4	3	4	5	3	5	5	3	5	5	5	5	4	5	64	4.267
24	4	3	5	3	3	5	5	5	4	4	5	4	3	4	5	62	4.133
25	5	3	4	5	4	5	3	4	4	5	3	5	3	3	3	59	3.933
26	4	3	5	3	3	5	5	3	3	3	3	4	5	4	5	58	3.867
27	3	3	5	3	3	3	3	3	3	4	5	3	3	3	3	50	3.333
28	4	4	5	4	3	4	3	4	4	3	3	4	5	3	4	57	3.800
29	5	3	5	4	5	4	5	4	3	5	5	3	4	4	3	62	4.133
30	3	3	4	4	3	4	4	3	4	3	3	4	5	5	3	55	3.667
31	4	5	3	4	3	5	4	3	5	3	5	5	3	5	4	61	4.067
32	3	3	3	4	4	4	3	3	3	4	3	3	3	3	4	50	3.333
33	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	63	4.200
34	3	5	4	4	3	3	4	3	4	4	3	3	3	3	4	53	3.533
35	5	5	3	5	5	5	5	3	4	3	3	4	3	4	5	62	4.133
36	5	3	3	4	3	5	3	4	3	4	4	4	3	3	3	54	3.600
37	3	3	4	3	5	3	4	4	4	3	4	5	4	3	4	56	3.733
38	3	5	5	3	3	5	3	3	5	5	5	3	3	4	4	59	3.933
39	3	3	4	5	4	5	5	3	3	4	5	5	3	5	3	60	4.000
40	5	3	3	3	3	4	4	4	3	4	5	4	3	3	3	54	3.600
41	4	4	3	4	5	3	5	5	3	5	3	5	3	5	5	62	4.133
42	3	4	3	4	4	3	3	4	4	3	3	4	5	3	5	55	3.667
43	3	5	5	4	3	3	3	3	5	3	4	4	5	5	5	60	4.000
44	3	3	3	3	5	3	5	3	5	3	3	3	5	5	3	57	3.800
45	5	4	4	4	4	4	5	4	5	5	5	5	4	4	5	67	4.467
46	3	3	5	5	5	4	3	5	5	4	5	5	3	5	3	63	4.200
47	5	5	3	5	4	3	4	5	4	5	3	3	5	5	5	64	4.267
48	4	3	3	4	5	4	4	3	3	4	3	3	3	5	3	54	3.600
49	3	3	5	4	3	5	5	3	5	3	3	4	5	5	3	59	3.933
50	5	5	3	5	3	5	4	3	3	5	5	3	3	5	3	60	4.000
51	3	5	3	3	4	3	4	5	5	4	5	4	3	5	3	59	3.933
52	4	4	5	4	4	3	3	5	5	3	3	4	3	5	3	58	3.867
53	3	3	5	3	3	3	4	5	5	3	4	3	5	5	4	58	3.867
54	5	5	4	4	5	4	4	4	4	4	4	4	4	4	5	64	4.267
55	4	5	4	4	5	4	4	4	4	5	5	5	5	4	5	67	4.467
56	3	4	3	4	5	5	3	3	3	5	4	3	3	4	5	57	3.800
57	3	4	3	4	4	3	3	3	5	3	3	3	4	3	4	52	3.467
58	4	4	5	5	4	4	5	5	3	5	5	5	4	5	5	68	4.533
59	5	5	4	4	5	5	4	4	5	5	5	5	5	4	4	69	4.600
60	5	4	5	5	4	4	3	3	4	4	4	4	4	5	5	63	4.200
61	5	5	4	4	5	5	5	4	5	5	5	5	5	4	4	70	4.667
62	5	4	5	5	4	3	4	5	3	4	3	3	3	5	5	61	4.067
63	4	4	3	5	5	4	3	3	5	5	5	5	5	4	5	65	4.333
64	5	5	4	4	3	5	4	5	4	4	4	4	4	5	4	64	4.267
65	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	74	4.933
66	4	5	4	4	4	4	4	5	4	5	4	4	3	5	4	63	4.200
67	5	4	5	5	5	5	5	5	5	4	5	5	4	5	5	72	4.800
68	5	5	3	3	4	4	5	4	3	5	4	4	5	3	4	61	4.067
69	5	5	5	5	5	5	4	5	5	4	5	5	4	5	5	72	4.800
70	5	5	5	3	5	4	5	3	3	5	5	4	5	3	5	65	4.333
71	5	4	4	5	4	3	3	5	5	4	4	5	5	5	5	66	4.400
72	2	3	3	2	4	3	3	2	4	2	4	2	4	4	3	45	3.000
73	5	3	3	4	3	4	2	4	3	5	3	5	4	5	4	57	3.800
74	4	2	5	2	4	4	3	4	4	3	3	2	4	4	3	51	3.400
75	2	2	2	2	2	3	3	2	4	3	5	2	5	5	5	47	3.133
76	2	3	2	4	3	4	3	2	4	3	5	3	4	5	4	51	3.400

77	5	3	3	2	4	3	3	2	3	2	4	4	4	5	3	50	3.333
78	4	2	5	4	5	3	3	3	4	5	5	2	5	4	4	58	3.867
79	3	3	2	3	3	3	3	5	4	3	4	3	4	5	4	52	3.467
80	2	3	3	3	3	2	3	3	3	3	5	2	4	4	4	47	3.133
81	3	3	2	2	3	4	5	4	5	5	4	3	4	5	4	56	3.733
82	2	3	5	4	3	3	2	3	2	5	3	2	5	5	4	51	3.400
83	3	3	2	3	3	4	3	2	3	2	2	3	4	3	2	42	2.800
84	2	3	2	3	3	2	2	2	3	2	5	2	5	5	4	45	3.000
85	3	3	2	4	2	3	2	2	2	5	3	3	4	4	4	46	3.067
86	3	2	2	3	2	2	2	5	2	3	2	5	5	5	5	48	3.200
87	4	3	2	3	3	3	3	2	2	3	3	3	3	4	4	45	3.000
88	5	4	4	5	4	3	5	5	2	2	2	5	2	2	4	54	3.600
89	3	3	3	4	5	2	5	2	3	3	3	2	4	4	3	49	3.267
90	3	5	5	5	4	4	5	5	5	4	2	5	2	2	3	59	3.933
91	2	5	3	4	5	5	4	3	5	5	4	2	2	2	3	54	3.600
92	4	3	2	3	3	3	5	4	5	5	2	3	3	4	4	53	3.533
93	3	4	3	5	5	3	4	2	4	2	4	4	2	2	3	50	3.333
94	3	5	5	4	4	5	5	2	5	2	3	4	4	2	4	57	3.800
95	2	5	2	3	5	4	5	4	5	5	2	3	2	4	2	53	3.533
96	3	5	4	5	4	5	4	3	4	2	3	4	3	3	2	54	3.600
97	5	5	2	3	5	4	2	4	4	3	2	4	2	2	4	51	3.400
98	3	3	3	3	4	3	2	2	2	4	3	3	4	4	2	45	3.000
99	3	3	3	2	3	4	2	3	4	2	4	5	2	2	2	44	2.933
100	2	2	3	4	2	3	3	2	2	4	3	4	2	5	3	44	2.933
101	3	4	2	2	3	2	2	2	2	3	3	4	5	4	3	44	2.933
102	4	3	2	3	2	4	2	2	3	3	3	3	4	2	4	44	2.933
103	3	2	3	4	3	2	2	5	2	3	4	3	2	2	5	45	3.000
104	2	3	4	4	3	4	2	4	2	5	3	3	3	4	3	49	3.267
105	4	3	4	3	5	2	4	2	2	2	5	5	5	5	5	56	3.733
106	2	4	3	3	3	4	2	4	2	4	5	5	2	4	4	51	3.400

Mean	3.736	3.783	3.660	3.858	3.811	3.802	3.632	3.566	3.783	3.868	3.811	3.764	3.830	3.972	3.849	3.782
SD	1.008	0.926	1.032	0.867	0.885	0.909	0.998	1.005	0.995	1.005	0.967	0.921	1.000	0.980	0.903	0.479

Purchase Decision Involvement (Y2)													
Resp	1	2	3	4	5	6	7	8	9	Total	Mean		
1	3	4	5	3	5	4	3	5	4	36	4.000		
2	3	4	2	2	4	4	2	3	2	26	2.889		
3	4	4	3	3	4	5	4	4	3	34	3.778		
4	2	4	2	2	4	2	4	2	4	26	2.889		
5	3	3	3	3	2	2	3	4	3	26	2.889		
6	5	4	5	4	5	5	4	4	4	40	4.444		
7	3	4	4	3	4	3	4	4	4	33	3.667		
8	5	5	5	4	4	4	3	4	3	37	4.111		
9	4	5	4	4	4	4	4	4	4	37	4.111		
10	3	5	5	4	4	5	4	5	5	40	4.444		
11	3	4	3	2	4	4	3	3	3	29	3.222		
12	4	4	4	3	4	5	4	3	4	35	3.889		
13	2	3	3	5	4	2	2	3	4	28	3.111		
14	4	5	4	3	5	5	5	4	4	39	4.333		
15	3	2	5	3	4	2	3	3	2	27	3.000		
16	3	4	3	4	5	4	5	4	4	36	4.000		
17	3	4	5	3	4	4	4	4	3	34	3.778		
18	4	4	3	3	5	5	4	5	4	37	4.111		
19	5	4	4	3	4	4	5	5	5	39	4.333		
20	3	4	3	2	3	4	4	4	4	31	3.444		
21	2	3	5	3	3	4	3	3	3	29	3.222		
22	3	4	3	4	4	4	4	4	4	34	3.778		
23	4	4	5	4	4	3	4	3	4	35	3.889		
24	3	4	3	3	3	3	3	3	3	28	3.111		
25	3	4	5	4	3	4	4	4	4	35	3.889		
26	2	3	2	2	3	3	3	3	3	24	2.667		
27	5	4	3	3	3	4	4	4	4	34	3.778		
28	4	5	4	3	3	2	2	3	3	29	3.222		
29	5	5	5	3	3	2	3	3	4	33	3.667		
30	5	5	3	4	4	4	4	5	3	37	4.111		
31	4	4	4	3	4	4	4	4	4	35	3.889		
32	5	3	5	5	3	3	5	3	4	36	4.000		
33	5	5	4	4	5	5	4	5	4	41	4.556		
34	5	5	5	5	4	4	5	4	4	41	4.556		
35	5	5	5	4	5	5	5	5	5	44	4.889		
36	5	4	3	5	4	4	3	4	3	35	3.889		
37	3	5	5	4	4	4	5	5	5	40	4.444		
38	4	4	4	5	4	4	5	4	3	37	4.111		
39	5	5	5	3	4	5	4	3	3	37	4.111		
40	4	4	5	5	4	4	5	3	3	37	4.111		
41	5	5	4	4	4	5	4	4	4	39	4.333		
42	5	5	5	5	3	4	3	3	3	36	4.000		
43	4	5	5	5	5	5	3	5	5	42	4.667		
44	5	3	5	4	4	4	3	3	3	34	3.778		
45	5	5	4	5	4	4	4	4	4	39	4.333		
46	4	5	5	5	5	5	4	4	5	42	4.667		
47	5	5	5	5	4	5	3	3	5	40	4.444		

48	4	4	4	4	5	4	5	5	4	39	4.333
49	5	4	5	5	3	5	4	4	5	40	4.444
50	3	4	3	5	4	4	5	5	3	36	4.000
51	4	4	5	4	5	5	3	3	5	38	4.222
52	5	4	3	5	4	4	5	5	3	38	4.222
53	3	3	5	5	3	3	3	3	5	33	3.667
54	5	5	3	5	5	5	5	4	5	42	4.667
55	5	4	3	4	4	3	3	5	4	35	3.889
56	3	3	3	5	5	5	5	3	5	37	4.111
57	5	4	4	4	4	5	4	4	5	39	4.333
58	5	3	5	5	5	3	5	5	5	41	4.556
59	4	3	5	5	3	5	5	5	5	40	4.444
60	3	4	3	5	5	3	5	5	4	37	4.111
61	5	4	5	5	4	4	4	4	5	40	4.444
62	4	4	5	5	5	5	5	5	4	42	4.667
63	5	4	4	5	4	4	4	5	5	40	4.444
64	5	5	5	4	5	4	5	4	5	42	4.667
65	5	3	3	5	5	5	4	5	5	40	4.444
66	5	5	5	4	5	3	5	4	4	40	4.444
67	5	4	3	5	4	4	5	5	5	40	4.444
68	4	5	5	5	5	5	5	4	5	43	4.778
69	5	3	4	5	4	4	5	5	5	40	4.444
70	5	5	4	5	5	5	4	5	4	42	4.667
71	4	3	3	5	4	4	5	4	5	37	4.111
72	3	2	4	3	4	5	4	4	4	33	3.667
73	4	4	3	4	2	4	4	4	4	33	3.667
74	3	3	3	3	3	3	3	3	3	27	3.000
75	3	2	3	4	3	4	2	3	3	27	3.000
76	4	3	3	3	2	3	3	3	5	29	3.222
77	3	3	2	3	4	3	4	3	3	28	3.111
78	2	4	4	5	5	5	5	3	3	36	4.000
79	4	3	5	5	2	5	2	4	3	33	3.667
80	3	3	3	3	4	3	2	3	3	27	3.000
81	2	2	4	3	3	4	4	4	3	29	3.222
82	4	4	4	3	4	4	3	3	4	33	3.667
83	5	3	5	2	5	5	5	5	5	40	4.444
84	2	2	2	3	3	3	5	3	2	25	2.778
85	2	2	2	3	3	3	5	3	2	25	2.778
86	4	4	4	4	4	4	4	4	4	36	4.000
87	5	3	2	3	3	3	3	4	4	30	3.333
88	4	4	4	5	3	3	3	3	3	32	3.556
89	3	5	5	3	4	4	4	3	3	34	3.778
90	5	3	3	3	5	3	2	3	3	30	3.333
91	4	5	4	4	2	3	2	4	4	32	3.556
92	3	4	5	4	3	2	3	3	5	32	3.556
93	5	3	5	4	3	4	3	3	5	35	3.889
94	2	4	2	3	2	3	2	2	4	24	2.667
95	5	3	5	4	4	4	3	3	3	34	3.778
96	3	5	3	4	2	3	3	4	5	32	3.556
97	4	3	2	2	4	2	2	4	3	26	2.889
98	2	3	4	5	2	4	3	4	4	31	3.444
99	5	4	3	5	5	5	5	4	3	39	4.333
100	3	2	2	2	3	3	3	2	3	23	2.556
101	5	4	3	4	2	3	3	4	4	32	3.556
102	3	4	2	4	5	2	4	5	5	34	3.778
103	2	5	3	4	3	3	4	4	3	31	3.444
104	4	4	2	2	3	2	4	3	2	26	2.889
105	2	4	2	2	4	2	4	3	3	26	2.889
106	3	3	2	3	4	3	3	3	2	26	2.889

Mean	3.858	3.877	3.792	3.840	3.840	3.811	3.802	3.811	3.840	3.830
SD	1.037	0.870	1.067	0.987	0.896	0.947	0.950	0.818	0.896	0.587

Consumption Involvement (Y3)										
Resp	1	2	3	4	5	6	7	8	Total	Mean
1	3	3	2	5	4	2	5	2	26	3.250
2	5	5	5	4	5	4	4	5	37	4.625
3	4	4	4	5	4	4	5	4	34	4.250
4	5	3	3	3	3	2	4	3	26	3.250
5	3	5	5	5	3	3	4	4	32	4.000
6	5	5	4	5	5	4	5	5	38	4.750
7	4	4	5	3	4	4	3	4	31	3.875
8	3	3	3	5	3	3	5	2	27	3.375
9	5	5	5	3	5	3	3	4	33	4.125
10	3	3	3	3	3	3	5	3	26	3.250
11	4	4	5	4	5	4	3	4	33	4.125
12	5	4	4	5	5	3	5	5	36	4.500
13	5	5	5	5	5	5	5	5	40	5.000
14	3	4	4	3	3	2	2	4	25	3.125
15	3	4	5	3	5	3	5	5	33	4.125
16	4	5	4	4	3	3	3	4	30	3.750
17	3	3	4	5	5	3	2	5	30	3.750

18	4	3	5	3	4	2	5	3	29	3.625
19	4	3	5	5	5	3	3	5	33	4.125
20	3	4	3	5	3	4	5	3	30	3.750
21	5	4	5	4	4	4	4	4	34	4.250
22	3	3	5	5	3	3	5	5	32	4.000
23	3	3	3	5	5	3	2	3	27	3.375
24	4	3	5	5	3	3	5	5	33	4.125
25	4	5	5	4	4	4	3	4	33	4.125
26	4	3	4	4	5	5	4	5	34	4.250
27	4	4	5	5	5	5	5	4	37	4.625
28	4	4	4	3	4	5	3	5	32	4.000
29	5	3	5	3	5	4	3	4	32	4.000
30	3	3	5	5	3	3	5	5	32	4.000
31	5	5	5	5	5	5	4	5	39	4.875
32	3	4	5	5	3	5	5	4	34	4.250
33	5	5	5	5	4	5	4	5	38	4.750
34	3	4	4	3	3	5	3	3	28	3.500
35	4	3	3	3	5	5	5	2	30	3.750
36	4	3	2	3	3	3	3	3	24	3.000
37	3	4	5	3	3	5	5	3	31	3.875
38	4	4	5	5	4	5	3	4	34	4.250
39	5	4	3	4	5	4	5	5	35	4.375
40	4	5	5	5	4	5	3	3	34	4.250
41	5	5	4	4	5	5	5	5	38	4.750
42	5	5	2	4	5	4	5	3	33	4.125
43	5	5	5	5	5	5	3	5	38	4.750
44	3	4	5	2	3	5	2	3	27	3.375
45	5	4	5	3	4	5	3	4	33	4.125
46	4	4	3	4	4	5	4	5	33	4.125
47	5	4	4	5	5	5	5	5	38	4.750
48	5	5	4	3	4	4	3	4	32	4.000
49	4	4	3	4	4	5	5	5	34	4.250
50	4	5	4	4	4	4	4	4	33	4.125
51	5	5	4	4	4	5	3	5	35	4.375
52	4	3	3	4	3	3	5	3	28	3.500
53	4	4	4	5	4	4	4	4	33	4.125
54	4	5	3	5	5	5	5	5	37	4.625
55	4	4	3	2	3	3	3	4	26	3.250
56	3	3	3	2	3	5	5	5	29	3.625
57	4	4	4	4	4	4	5	3	32	4.000
58	4	4	4	4	4	5	4	4	33	4.125
59	5	5	5	5	5	4	5	4	38	4.750
60	3	4	3	3	3	3	3	3	25	3.125
61	4	4	5	5	5	5	5	5	38	4.750
62	5	4	2	5	3	5	3	4	31	3.875
63	4	5	3	5	4	3	3	4	31	3.875
64	5	4	5	5	4	5	4	4	36	4.500
65	5	5	4	5	5	5	5	5	39	4.875
66	5	4	4	4	3	4	3	4	31	3.875
67	3	4	4	5	3	3	3	3	28	3.500
68	5	5	4	5	5	4	5	5	38	4.750
69	5	4	3	5	4	4	5	4	34	4.250
70	4	4	4	4	5	4	4	5	34	4.250
71	5	3	5	5	4	5	5	5	37	4.625
72	3	5	4	2	5	4	3	4	30	3.750
73	4	2	3	2	4	4	4	4	27	3.375
74	2	4	3	5	3	3	3	3	26	3.250
75	5	2	2	5	4	3	5	4	30	3.750
76	2	2	3	2	4	3	3	3	22	2.750
77	3	5	3	5	5	5	5	5	36	4.500
78	2	2	4	3	4	3	4	3	25	3.125
79	2	5	3	4	5	5	5	4	33	4.125
80	4	3	2	2	3	4	4	4	26	3.250
81	3	5	3	2	4	5	5	4	31	3.875
82	4	2	4	5	4	4	4	4	31	3.875
83	5	4	5	2	4	3	3	4	30	3.750
84	3	5	2	5	5	3	4	4	31	3.875
85	5	2	3	3	4	4	4	5	30	3.750
86	3	3	3	2	3	3	3	3	23	2.875
87	5	4	2	3	4	4	4	4	30	3.750
88	4	3	3	4	3	3	3	3	26	3.250
89	5	5	3	5	3	4	3	3	31	3.875
90	4	4	4	2	3	5	5	4	31	3.875
91	2	5	2	5	3	3	2	3	25	3.125
92	3	5	3	4	2	4	4	4	29	3.625
93	2	2	3	2	4	5	5	4	27	3.375
94	3	4	3	3	3	2	2	3	23	2.875
95	4	3	4	5	2	3	4	4	29	3.625
96	3	3	5	5	4	4	3	5	32	4.000
97	4	4	4	2	2	3	2	3	24	3.000
98	4	3	4	3	3	2	3	2	24	3.000
99	5	2	5	2	3	3	2	3	25	3.125
100	3	4	3	5	2	3	3	4	27	3.375

101	2	3	4	3	2	3	4	3	24	3.000
102	4	2	3	3	4	2	2	2	22	2.750
103	3	2	3	2	3	3	3	3	22	2.750
104	5	3	3	4	2	2	2	2	23	2.875
105	5	3	5	4	4	3	4	4	32	4.000
106	4	4	3	5	3	2	2	2	25	3.125

Mean	3.925	3.830	3.821	3.925	3.849	3.811	3.840	3.906		3.863
SD	0.923	0.941	0.974	1.101	0.903	0.977	1.034	0.900		0.567

Advertising Involvement (Y4)										
Resp	1	2	3	4	5	6	Total	Mean		
1	4	3	3	5	5	4	24	4.000		
2	5	5	5	5	4	4	28	4.667		
3	4	4	3	4	5	5	25	4.167		
4	4	3	5	5	5	4	26	4.333		
5	4	5	3	3	4	4	23	3.833		
6	4	3	5	5	5	5	27	4.500		
7	2	5	3	3	4	4	21	3.500		
8	4	3	5	5	5	5	27	4.500		
9	5	5	4	4	5	4	27	4.500		
10	4	3	5	3	4	4	23	3.833		
11	5	5	2	5	4	3	24	4.000		
12	3	5	5	4	3	5	25	4.167		
13	4	4	4	5	4	3	24	4.000		
14	4	5	5	4	5	4	27	4.500		
15	4	3	3	5	5	5	25	4.167		
16	4	3	4	4	3	4	22	3.667		
17	4	4	5	5	5	4	27	4.500		
18	3	5	3	3	4	4	22	3.667		
19	4	4	4	5	5	4	26	4.333		
20	4	5	3	4	5	4	25	4.167		
21	4	4	4	5	5	4	26	4.333		
22	3	3	5	2	3	2	18	3.000		
23	5	5	5	4	4	5	28	4.667		
24	4	3	4	5	5	4	25	4.167		
25	4	5	5	5	5	5	29	4.833		
26	3	3	4	5	4	4	23	3.833		
27	5	4	5	5	5	5	29	4.833		
28	4	5	3	5	4	4	25	4.167		
29	4	3	5	5	3	4	24	4.000		
30	4	4	5	5	4	3	25	4.167		
31	2	4	5	5	3	3	22	3.667		
32	4	5	5	5	5	5	29	4.833		
33	4	5	4	5	4	4	26	4.333		
34	4	3	5	3	4	4	23	3.833		
35	4	5	4	5	4	4	26	4.333		
36	3	5	5	5	4	5	27	4.500		
37	4	3	3	5	5	4	24	4.000		
38	4	5	5	4	4	4	26	4.333		
39	4	4	4	5	3	4	24	4.000		
40	4	5	5	5	5	5	29	4.833		
41	4	3	3	5	3	3	21	3.500		
42	5	4	5	4	4	4	26	4.333		
43	2	5	3	3	4	4	21	3.500		
44	4	4	5	5	4	4	26	4.333		
45	4	5	4	5	5	5	28	4.667		
46	4	5	5	3	4	3	24	4.000		
47	5	4	4	4	5	5	27	4.500		
48	4	5	4	5	5	5	28	4.667		
49	5	4	4	4	4	3	24	4.000		
50	4	5	4	5	5	5	28	4.667		
51	5	4	3	3	3	3	21	3.500		
52	4	5	3	3	3	3	21	3.500		
53	4	3	3	3	4	4	21	3.500		
54	4	4	3	4	4	5	24	4.000		
55	5	5	3	5	4	5	27	4.500		
56	5	4	3	3	4	4	23	3.833		
57	4	3	3	4	3	3	20	3.333		
58	4	4	4	3	3	3	21	3.500		
59	4	3	4	3	3	4	21	3.500		
60	4	3	4	3	3	4	21	3.500		
61	4	3	4	3	3	4	21	3.500		
62	4	3	4	3	3	4	21	3.500		
63	4	3	4	3	4	4	22	3.667		
64	4	4	4	3	4	4	23	3.833		
65	4	3	4	3	4	4	22	3.667		
66	4	4	4	4	4	4	24	4.000		
67	4	3	4	3	4	4	22	3.667		
68	4	4	4	4	4	4	24	4.000		
69	4	3	4	3	4	4	22	3.667		
70	5	5	5	5	5	5	30	5.000		

71	5	5	5	5	5	5	30	5.000
72	3	2	3	2	3	2	15	2.500
73	5	5	2	5	2	5	24	4.000
74	2	3	3	2	5	2	17	2.833
75	5	5	5	5	3	5	28	4.667
76	2	3	3	2	2	2	14	2.333
77	4	4	4	4	3	4	23	3.833
78	2	3	3	3	4	2	17	2.833
79	5	4	5	4	2	5	25	4.167
80	3	2	3	3	3	4	18	3.000
81	2	3	5	3	2	2	17	2.833
82	5	5	3	5	5	5	28	4.667
83	2	3	3	2	3	2	15	2.500
84	3	5	5	5	5	5	28	4.667
85	2	5	2	3	2	2	16	2.667
86	2	3	3	5	5	2	20	3.333
87	3	5	2	3	2	5	20	3.333
88	2	2	5	5	5	3	22	3.667
89	2	5	3	3	3	5	21	3.500
90	5	3	5	5	5	3	26	4.333
91	2	3	3	4	4	4	20	3.333
92	4	3	3	3	3	3	19	3.167
93	5	5	2	3	5	5	25	4.167
94	3	3	4	4	3	3	20	3.333
95	4	4	3	3	3	2	19	3.167
96	5	3	5	5	5	5	28	4.667
97	3	3	3	3	3	3	18	3.000
98	4	3	4	2	2	4	19	3.167
99	3	5	3	5	4	3	23	3.833
100	4	3	4	3	3	4	21	3.500
101	2	4	3	3	3	2	17	2.833
102	3	3	4	4	4	3	21	3.500
103	5	4	3	3	4	3	22	3.667
104	3	3	4	3	3	4	20	3.333
105	4	3	3	3	2	3	18	3.000
106	4	2	4	2	5	5	22	3.667

Mean	3.802	3.877	3.877	3.934	3.896	3.877	3.877
SD	0.909	0.933	0.902	1.007	0.935	0.933	0.606

Lampiran 5

Tabel Frekuensi

Jenis Kelamin	Jumlah	Persen
Pria	35	33,01
Wanita	71	66,99
Jumlah	106	100,00

usia	Jumlah	Persen
18-24	57	53,77
25-34	28	26,42
35-44	12	11,32
> 45	9	8,49
Jumlah	106	100,00

Pekerjaan	Jumlah	Persen
Mahasiswa	35	33,02
Wiraswasta	27	25,47
Pegawai Negeri	7	6,60
Pegawai Swasta	37	34,91
Jumlah	106	100,00

Frekuensi Pembelian	Jumlah	Persen
1 -3 kali	89	83,96
4 -6 kali	13	12,27
7 - 9 kali	4	3,77
Jumlah	106	100,00

Produk Fashion yang Dibeli	Jumlah	Persen
Baju	52	49,06
Sandal atau sepatu	26	24,53
Aksesories	28	26,42
Jumlah	106	100,00

Lampiran 6

Nilai Rata-Rata Indikator Product Involvement Berdasarkan Jenis Kelamin

/1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7 Y1.8 Y1.9 Y1.10 Y1.11 Y1.12 Y1.13 Y1.14 Y1.15 product involvement * jenis kelamin

jenis kelamin		Mean	Std. Deviation	N
laki-laki	Y1.1	3,31429	1,078436	35
	Y1.2	3,42857	1,037126	35
	Y1.3	3,00000	1,057188	35
	Y1.4	3,34286	,937546	35
	Y1.5	3,54286	,980482	35
	Y1.6	3,51429	,919444	35
	Y1.7	3,28571	1,152272	35
	Y1.8	3,25714	1,196634	35
	Y1.9	3,28571	1,126458	35
	Y1.10	3,34286	1,161714	35
	Y1.11	3,42857	1,037126	35
	Y1.12	3,34286	1,083102	35
	Y1.13	3,77143	1,086974	35
	Y1.14	3,91429	1,121224	35
	Y1.15	3,54286	,885931	35
product involvement		3,42086	,309248	35
perempuan	Y1.1	3,98592	,853446	71
	Y1.2	4,02817	,810147	71
	Y1.3	3,83099	,810395	71
	Y1.4	3,98592	,665324	71
	Y1.5	3,91549	,751123	71
	Y1.6	3,97183	,774077	71
	Y1.7	3,84507	,768075	71
	Y1.8	3,67606	,788754	71
	Y1.9	3,94366	,790792	71
	Y1.10	4,05634	,772516	71
	Y1.11	3,97183	,861425	71
	Y1.12	3,92958	,723562	71
	Y1.13	3,88732	,870949	71
	Y1.14	3,97183	,810147	71
	Y1.15	3,95775	,869098	71
product involvement		3,93054	,304580	71
Total	Y1.1	3,76415	,981271	106
	Y1.2	3,83019	,930660	106
	Y1.3	3,55660	,976682	106
	Y1.4	3,77358	,819791	106
	Y1.5	3,79245	,847596	106
	Y1.6	3,82075	,848496	106
	Y1.7	3,66038	,945030	106
	Y1.8	3,53774	,957920	106
	Y1.9	3,72642	,961477	106
	Y1.10	3,82075	,973919	106
	Y1.11	3,79245	,953360	106
	Y1.12	3,73585	,897636	106
	Y1.13	3,84906	,944079	106
	Y1.14	3,95283	,919442	106
	Y1.15	3,82075	,892265	106
product involvement		3,76225	,388346	106

Nilai Rata-Rata Indikator Purchase Involvement Berdasakan Jenis Kelamin

**Y2.1 Y2.2 Y2.3 Y2.4 Y2.5 Y2.6 Y2.7 Y2.8 Y2.9 purchase involvement *
jenis kelamin**

jenis kelamin		Mean	Std. Deviation	N
laki-laki	Y2.1	3,42857	1,065107	35
	Y2.2	3,40000	,913944	35
	Y2.3	3,25714	1,093910	35
	Y2.4	3,45714	,918530	35
	Y2.5	3,34286	,998318	35
	Y2.6	3,40000	,913944	35
	Y2.7	3,37143	,972738	35
	Y2.8	3,42857	,698137	35
	Y2.9	3,48571	,919444	35
	purchase involvement	3,39691	,468487	35
perempuan	Y2.1	4,01408	,963520	71
	Y2.2	4,11268	,747363	71
	Y2.3	3,95775	,977411	71
	Y2.4	3,92958	,946028	71
	Y2.5	4,04225	,764136	71
	Y2.6	4,01408	,902266	71
	Y2.7	3,91549	,857679	71
	Y2.8	3,94366	,808655	71
	Y2.9	3,97183	,861425	71
	purchase involvement	3,98900	,487953	71
Total	Y2.1	3,82075	1,030923	106
	Y2.2	3,87736	,869623	106
	Y2.3	3,72642	1,064877	106
	Y2.4	3,77358	,958998	106
	Y2.5	3,81132	,906203	106
	Y2.6	3,81132	,947309	106
	Y2.7	3,73585	,928920	106
	Y2.8	3,77358	,808090	106
	Y2.9	3,81132	,906203	106
	purchase involvement	3,79350	,555043	106

Nilai Rata-Rata Indikator Consumption Involvement Berdasakan Jenis Kelamin

/3.1 Y3.2 Y3.3 Y3.4 Y3.5 Y3.6 Y3.7 Y3.8 consumption involvement * jenis kelamin

jenis kelamin		Mean	Std. Deviation	N
laki-laki	Y3.1	3,54286	1,066684	35
	Y3.2	3,40000	1,142752	35
	Y3.3	3,31429	,866753	35
	Y3.4	3,42857	1,266903	35
	Y3.5	3,42857	,916698	35
	Y3.6	3,40000	,913944	35
	Y3.7	3,45714	1,010034	35
	Y3.8	3,51429	,817868	35
	consumption involvement	3,43571	,460150	35
perempuan	Y3.1	4,11268	,784662	71
	Y3.2	4,04225	,745206	71
	Y3.3	4,07042	,930805	71
	Y3.4	4,16901	,925603	71
	Y3.5	4,05634	,826133	71
	Y3.6	4,01408	,948577	71
	Y3.7	4,02817	,999598	71
	Y3.8	4,09859	,880826	71
	consumption involvement	4,07394	,493519	71
Total	Y3.1	3,92453	,922709	106
	Y3.2	3,83019	,940838	106
	Y3.3	3,82075	,973919	106
	Y3.4	3,92453	1,101498	106
	Y3.5	3,84906	,902826	106
	Y3.6	3,81132	,977004	106
	Y3.7	3,83962	1,034056	106
	Y3.8	3,90566	,900035	106
	consumption involvement	3,86321	,567348	106

Nilai Rata-Rata Indikator Advertising Involvement Berdasakan Jenis Kelamin

Y41 Y42 Y43 Y44 Y45 Y46 advertising involvement * jenis kelamin

jenis kelamin		Mean	Std. Deviation	N
laki-laki	Y41	2,05714	,683540	35
	Y42	3,54286	1,010034	35
	Y43	3,48571	,950895	35
	Y44	3,48571	1,067472	35
	Y45	3,42857	1,118973	35
	Y46	2,08571	,658493	35
	advertising involvement	3,01429	,489086	35
perempuan	Y41	1,36620	,615036	71
	Y42	4,04225	,852503	71
	Y43	4,07042	,816332	71
	Y44	4,15493	,904716	71
	Y45	4,12676	,735422	71
	Y46	1,59155	,747901	71
	advertising involvement	3,22535	,407363	71
Total	Y41	1,59434	,714187	106
	Y42	3,87736	,933022	106
	Y43	3,87736	,901880	106
	Y44	3,93396	1,007296	106
	Y45	3,89623	,935330	106
	Y46	1,75472	,753548	106
	advertising involvement	3,15566	,445009	106

Nilai Rata-Rata Indikator Product Involvement Berdasarkan Usia

Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7 Y1.8 Y1.9 Y1.10 Y1.11 Y1.12 Y1.13 Y1.14 Y1.15 product involvement * usia				
usia		Mean	Std. Deviation	N
18-24 tahun	Y1.1	3,87719	,846636	57
	Y1.2	3,89474	,816880	57
	Y1.3	3,89474	,856489	57
	Y1.4	4,03509	,680465	57
	Y1.5	4,08333	,785181	57
	Y1.6	3,98246	,834335	57
	Y1.7	3,84211	,797081	57
	Y1.8	3,66667	,812651	57
	Y1.9	3,98246	,812651	57
	Y1.10	4,01754	,834335	57
	Y1.11	4,14286	,887818	57
	Y1.12	3,88889	,726771	57
	Y1.13	3,89474	,915708	57
	Y1.14	3,98246	,855470	57
	Y1.15	3,84211	,882154	57
	product involvement	3,93516	,314276	57
25-34 tahun	Y1.1	4,00000	1,181874	28
	Y1.2	4,25000	1,020297	28
	Y1.3	3,25000	,967050	28
	Y1.4	3,38286	,831745	28
	Y1.5	3,67857	,818923	28
	Y1.6	3,57143	,690066	28
	Y1.7	3,35714	,869835	28
	Y1.8	3,32143	,983327	28
	Y1.9	3,60714	,785955	28
	Y1.10	3,82143	1,020297	28
	Y1.11	3,87719	,846279	28
	Y1.12	3,50000	1,105542	28
	Y1.13	4,22222	,604218	28
	Y1.14	4,22222	,686221	28
	Y1.15	4,07143	,766356	28
	product involvement	3,74287	,464510	28
35-44 tahun	Y1.1	3,71429	,955463	12
	Y1.2	3,67857	1,055290	12
	Y1.3	3,08333	1,164500	12
	Y1.4	3,91667	,900337	12
	Y1.5	3,85965	,996205	12
	Y1.6	3,58333	1,083625	12
	Y1.7	3,83333	1,267304	12
	Y1.8	3,64912	1,230915	12
	Y1.9	3,83333	1,267304	12
	Y1.10	3,25000	1,215431	12
	Y1.11	2,66667	,778499	12
	Y1.12	3,66667	1,073087	12
	Y1.13	2,83333	1,025857	12
	Y1.14	3,00000	1,126152	12
	Y1.15	3,41667	,900337	12
	product involvement	3,46566	,248560	12
45 tahun ke atas	Y1.1	2,88889	,781736	9
	Y1.2	3,33333	1,000000	9
	Y1.3	3,00000	,707107	9
	Y1.4	3,11111	,781736	9
	Y1.5	3,33333	1,000000	9
	Y1.6	3,88889	,927961	9
	Y1.7	3,22222	1,301708	9
	Y1.8	3,33333	1,322876	9
	Y1.9	2,33333	,707107	9
	Y1.10	3,33333	1,000000	9
	Y1.11	3,66667	,866025	9
	Y1.12	3,84211	,927961	9
	Y1.13	4,07143	1,092906	9
	Y1.14	4,21429	,971825	9
	Y1.15	3,44444	1,130388	9
	product involvement	3,40111	,336636	9
Total	Y1.1	3,76415	,981271	106
	Y1.2	3,83019	,930660	106
	Y1.3	3,55660	,976682	106
	Y1.4	3,77358	,819791	106
	Y1.5	3,79245	,847596	106
	Y1.6	3,82075	,846496	106
	Y1.7	3,66038	,945030	106
	Y1.8	3,53774	,957820	106
	Y1.9	3,72642	,961477	106
	Y1.10	3,82075	,975919	106
	Y1.11	3,79245	,950360	106
	Y1.12	3,73585	,897636	106
	Y1.13	3,84906	,944079	106
	Y1.14	3,95283	,916442	106
	Y1.15	3,82075	,892265	106
	product involvement	3,76225	,386346	106

Nilai Rata-Rata Indikator Purchase Involvement Berdasarkan usia

Y2.1 Y2.2 Y2.3 Y2.4 Y2.5 Y2.6 Y2.7 Y2.8 Y2.9 purchase involvement * usia				
usia		Mean	Std. Deviation	N
18-24 tahun	Y2.1	3,94737	,989603	57
	Y2.2	4,15789	,726771	57
	Y2.3	4,01754	,972685	57
	Y2.4	3,82456	,965897	57
	Y2.5	3,98246	,719405	57
	Y2.6	3,98246	,935247	57
	Y2.7	3,84211	,861673	57
	Y2.8	3,84211	,797081	57
	Y2.9	3,84211	,819178	57
	purchase involvement	3,93762	,521124	57
25-34 tahun	Y2.1	3,71429	1,049061	28
	Y2.2	3,39286	,956045	28
	Y2.3	3,53571	,999338	28
	Y2.4	3,85714	,931518	28
	Y2.5	3,82143	1,055973	28
	Y2.6	4,00000	,816497	28
	Y2.7	3,92857	1,015749	28
	Y2.8	3,89286	,831745	28
	Y2.9	3,92857	1,051580	28
	purchase involvement	3,78571	,563965	28
35-44 tahun	Y2.1	3,91667	,996205	12
	Y2.2	3,83333	,834847	12
	Y2.3	3,66667	1,230915	12
	Y2.4	3,58333	,792961	12
	Y2.5	3,25000	,965307	12
	Y2.6	3,16667	,717741	12
	Y2.7	2,83333	,717741	12
	Y2.8	3,33333	,651339	12
	Y2.9	3,83333	,834847	12
	purchase involvement	3,49074	,392015	12
45 tahun ke atas	Y2.1	3,22222	1,201850	9
	Y2.2	3,66667	,866025	9
	Y2.3	2,55556	,726483	9
	Y2.4	3,44444	1,236033	9
	Y2.5	3,44444	1,130388	9
	Y2.6	3,00000	1,000000	9
	Y2.7	3,66667	,707107	9
	Y2.8	3,55556	,881917	9
	Y2.9	3,22222	,971825	9
	purchase involvement	3,30864	,554775	9
Total	Y2.1	3,82075	1,030923	106
	Y2.2	3,87736	,869623	106
	Y2.3	3,72642	1,064877	106
	Y2.4	3,77358	,958993	106
	Y2.5	3,81132	,906203	106
	Y2.6	3,81132	,947309	106
	Y2.7	3,73585	,928920	106
	Y2.8	3,77358	,808090	106
	Y2.9	3,81132	,906203	106
	purchase involvement	3,79350	,555043	106

Nilai Rata-Rata Indikator Consumption Involvement Berdasarkan Usia

Y3.1 Y3.2 Y3.3 Y3.4 Y3.5 Y3.6 Y3.7 Y3.8 consumption involvement * usia

usia		Mean	Std. Deviation	N
18-24 tahun	Y3.1	4,03509	,778389	57
	Y3.2	4,00000	,779194	57
	Y3.3	4,10526	,938924	57
	Y3.4	4,05263	,952835	57
	Y3.5	4,05263	,832832	57
	Y3.6	3,96491	,981342	57
	Y3.7	4,01754	1,026284	57
	Y3.8	4,07018	,923109	57
	consumption involvement	4,03728	,482949	57
25-34 tahun	Y3.1	3,89286	1,100144	28
	Y3.2	3,82143	1,123934	28
	Y3.3	3,53571	,961563	28
	Y3.4	4,00000	1,247219	28
	Y3.5	4,10714	,737327	28
	Y3.6	4,00000	,816497	28
	Y3.7	4,03571	,838082	28
	Y3.8	4,07143	,662687	28
	consumption involvement	3,93304	,563638	28
35-44 tahun	Y3.1	3,50000	1,000000	12
	Y3.2	3,75000	,965307	12
	Y3.3	3,25000	,866025	12
	Y3.4	3,50000	1,314257	12
	Y3.5	3,00000	,738549	12
	Y3.6	3,58333	,900337	12
	Y3.7	3,33333	1,073087	12
	Y3.8	3,58333	,668558	12
	consumption involvement	3,43750	,407668	12
45 tahun ke atas	Y3.1	3,88889	1,054093	9
	Y3.2	2,88889	,781736	9
	Y3.3	3,66667	,866025	9
	Y3.4	3,44444	1,130388	9
	Y3.5	2,88889	,781736	9
	Y3.6	2,55556	,527046	9
	Y3.7	2,77778	,833333	9
	Y3.8	2,77778	,833333	9
	consumption involvement	3,11111	,387522	9
Total	Y3.1	3,92453	,922709	106
	Y3.2	3,83019	,940838	106
	Y3.3	3,82075	,973919	106
	Y3.4	3,92453	1,101498	106
	Y3.5	3,84906	,902826	106
	Y3.6	3,81132	,977004	106
	Y3.7	3,83962	1,034056	106
	Y3.8	3,90566	,900035	106
	consumption involvement	3,86321	,567348	106

Nilai Rata-Rata Jenis Kelamin

product involvement purchase involvement consumption involvement advertising involvement
* jenis kelamin

jenis kelamin		product involvement	purchase involvement	consumption involvement	advertising involvement
laki-laki	Mean	3,4209	3,3969	3,4357	3,4571
	Std. Deviation	,3092	,4685	,4602	,6548
	N	35	35	35	35
perempuan	Mean	3,9305	3,9890	4,0739	4,0845
	Std. Deviation	,3046	,4880	,4935	,4585
	N	71	71	71	71
Total	Mean	3,7622	3,7935	3,8632	3,8774
	Std. Deviation	,3883	,5550	,5673	,6057
	N	106	106	106	106

Nilai Rata-Rata Usia

product involvement purchase involvement consumption involvement advertising involvement *
usia

usia		product involvement	purchase involvement	consumption involvement	advertising involvement
18-24 tahun	Mean	3,8983	3,9376	4,0373	4,1403
	Std. Deviation	,3143	,5211	,4829	,4305
	N	57	57	57	57
25-34 tahun	Mean	3,6929	3,7857	3,9330	3,6250
	Std. Deviation	,4645	,5640	,5636	,7532
	N	28	28	28	28
35-44 tahun	Mean	3,5387	3,4909	3,4375	3,5833
	Std. Deviation	,2486	,3920	,4077	,5247
	N	12	12	12	12
45 tahun ke atas	Mean	3,4147	3,3087	3,1111	3,3889
	Std. Deviation	,3396	,5548	,3875	,3334
	N	9	9	9	9
Total	Mean	3,7622	3,7935	3,8632	3,8774
	Std. Deviation	,3883	,5550	,5673	,6057
	N	106	106	106	106

Lampiran 8

Uji Beda

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	product involvement	6,690 ^a	4	1,673	18,471	,000
	purchase involvement	9,166 ^b	4	2,292	9,984	,000
	consumption involvement	11,487 ^c	4	2,872	13,000	,000
	advertising involvement	3,427 ^d	4	,857	4,982	,001
Intercept	product involvement	978,249	1	978,249	10803,698	,000
	purchase involvement	983,595	1	983,595	4285,493	,000
	consumption involvement	987,684	1	987,684	4471,206	,000
	advertising involvement	677,036	1	677,036	3937,412	,000
JK	product involvement	3,814	1	3,814	42,121	,000
	purchase involvement	4,767	1	4,767	20,769	,000
	consumption involvement	2,358	1	2,358	10,673	,001
	advertising involvement	2,236	1	2,236	13,00	,000
Usia	product involvement	2,600	3	,867	9,572	,000
	purchase involvement	2,948	3	,983	4,281	,007
	consumption involvement	1,938	3	,646	2,924	,038
	advertising involvement	2,382	3	,794	4,618	,005
JK * Usia	product involvement	,000	0	.	.	.
	purchase involvement	,000	0	.	.	.
	consumption involvement	,000	0	.	.	.
	advertising involvement	,000	0	.	.	.
Error	product involvement	9,145	101	,091		
	purchase involvement	23,181	101	,230		
	consumption involvement	22,311	101	,221		
	advertising involvement	17,367	101	,172		
Total	product involvement	1516,211	106			
	purchase involvement	1557,756	106			
	consumption involvement	1615,781	106			
	advertising involvement	1076,362	106			
Corrected Total	product involvement	15,835	105			
	purchase involvement	32,348	105			
	consumption involvement	33,798	105			
	advertising involvement	20,793	105			

- a. R Squared = ,422 (Adjusted R Squared = ,400)
- b. R Squared = ,283 (Adjusted R Squared = ,255)
- c. R Squared = ,340 (Adjusted R Squared = ,314)
- d. R Squared = ,165 (Adjusted R Squared = ,132)

